

**ORDER****KSNV****Orders**

Order / Rev: 101884  
 Alt Order #: 06815345  
 Product Desc: OCEGUERA 4 CONGRESS  
 Estimate: 1184  
 Flight Dates: 09/25/12 - 10/01/12  
 Original Date / Rev: 05/21/12 / 07/16/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: GMMB, Inc./ Washington D.C.  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1010 Wisconsin Ave. NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Oceguera for Congress *Revised*  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	30	\$8,005.00	\$6,804.25
10/01/12	10/01/12	6	\$1,710.00	\$1,453.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$8,005.00	\$6,804.25	0.00
October 2012	6	\$1,710.00	\$1,453.50	0.00
<b>Totals</b>	<b>36</b>	<b>\$9,715.00</b>	<b>\$8,257.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	20%	\$9,715.00
Market	100%	\$48,575.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$12,629.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$10,200.75
KTUD	1%	\$485.75
KVVU	22%	\$10,686.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$4,857.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	2	\$135.003		0.00	NM	2	\$270.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$135.003		0.00	NM	2	\$270.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$135.00		0.00			
E 2	KSNV	09/25/12	10/01/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$275.003		0.00	NM	3	\$825.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$275.00		0.00			
E 3	KSNV	09/25/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$300.00		0.00			
E 4	KSNV	09/29/12	09/29/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$225.00		0.00			
E 5	KSNV	09/30/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$175.00		0.00			
E 7	KSNV	09/25/12	10/01/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$150.003		0.00	NM	2	\$300.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$150.00		0.00			
E 8	KSNV	09/25/12	10/01/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$100.003		0.00	NM	2	\$200.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$100.00		0.00			
E 9	KSNV	09/25/12	10/01/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$100.003		0.00	NM	2	\$200.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$100.00		0.00			
E 10	KSNV	09/30/12	09/30/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$175.00		0.00			
E 11	KSNV	09/25/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$175.00		0.00			
E 12	KSNV	09/25/12	10/01/12	News 3 at 4 News 3 at 4	CM	4-430p	MTWTF--	:30	2	\$250.003		0.00	NM	2	\$500.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$250.00		0.00			
E 13	KSNV	09/25/12	10/01/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	MTWTF--	:30	2	\$250.003		0.00	NM	2	\$500.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$250.00		0.00			
E 14	KSNV	09/25/12	10/01/12		CM	5-630p	MTWTF--	:30	4	\$375.003		0.00	NM	4	\$1,500.00

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				M-F Early News											
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$375.00		0.00				
E 15	KSNV	09/25/12	10/01/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$350.00	3	0.00	NM	1	\$350.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			1		\$350.00		0.00				
E 19	KSNV	09/25/12	09/25/12	Tues PR 10-11p	CM	10-11pm	--T-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
				Tuesday Prime 10-11pm											
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$900.00		0.00				
E 20	KSNV	09/28/12	09/28/12	Fri PR 9-10p	CM	9-10pm	----F--	:30	1	\$750.00	3	0.00	NM	1	\$750.00
				Friday Prime 9-10pm											
				GRIMM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$750.00		0.00				
E 21	KSNV	09/25/12	10/01/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$375.00		0.00				
E 22	KSNV	09/25/12	10/01/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$185.00	3	0.00	NM	2	\$370.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$185.00		0.00				
													Totals	36	\$9,715.00